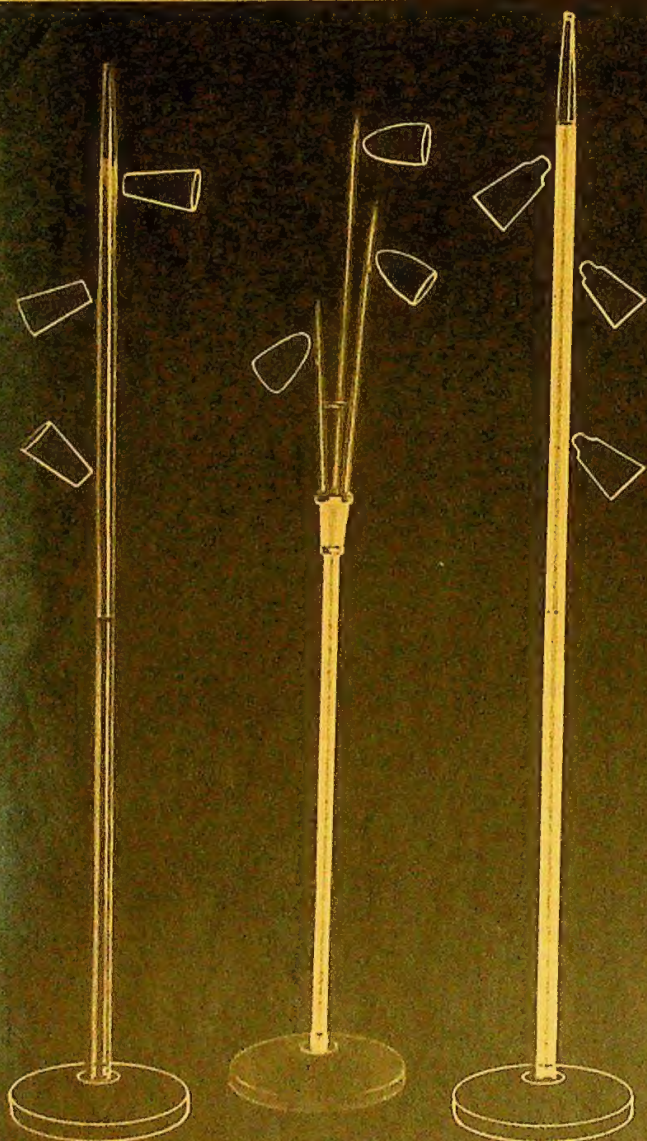


Allegheny

STEEL AND BRASS CORP.
4950 S. Kilbourn Ave. • Chicago, Ill. 60632
312/767-7002



No. 11050
Top 34 1/4" long
No. 11051
Bottom 31 1/4" long
Overall Height 63 3/4"
without base

No. 3087
Spear Tree
Overall height 60 3/4"
including base
Spears 12", 17 1/8", 23 1/2"
Base to Spears 35"

No. 11079
Top 9" long
No. 11068
Center 30" long
No. 11087
Bottom 32 1/8" long
Overall Height 66 3/4"
without base



No. 2074
6 3/4" x 4 3/8" Tapered Cup

No. 3038-2
7" x 5" Bullet

No. 2079
4 3/8" x 7" Tapered Cup

No. 2064
6" x 4" Bullet
Rolled or Straight Edge Can Be
Furnished Bias Cut

No. 2064-67
6" x 4" Bullet

No. 2076
4 7/8" x 7 1/2" Tapered Cup

Allegheny Steel and Brass Corp. will have an exclusive Chicago area showing of its full line of products, plus its new White Metal Castings Line. The show will be held in the French Room of the Holiday Inn of Chicago, 644 N. Lake Shore Drive, Chicago, Illinois 60611, April 16-17 and 18.

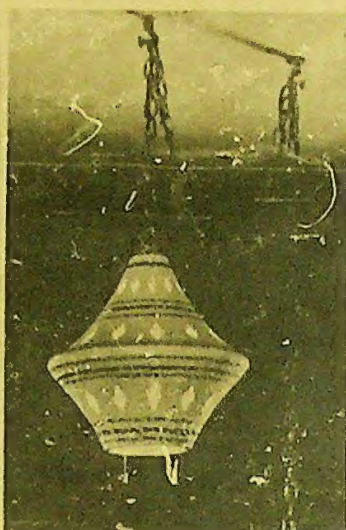
With the recent purchase of Sigoli Metal Plating and the installation of new and modern plating and polishing equipment Allegheny can now furnish you with the complete plated products from our catalog or parts you wish to send in for plating.

UNIVERSAL



One style of Universal Electric Log's new line of Chain-O-Lights introduced at the Merchandise Mart. White and gold leaf pattern with fiberglass cylinder for non glare lighting. 12 feet of brass chain and clear plastic covered gold wire cord.

MODERN ART



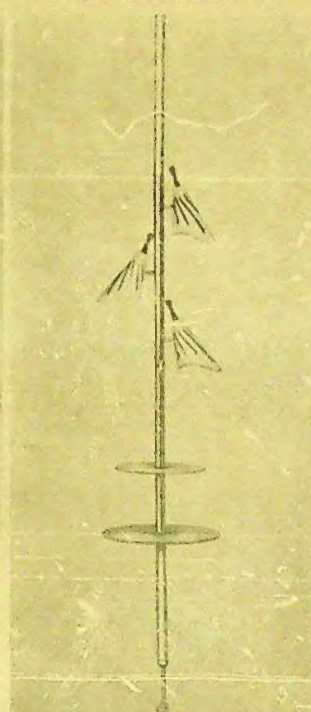
Chain lite in froth glaze with pull chain socket by Modern Art Products, 1229 Charlotte St., Kansas City, Mo. 15 feet of brass-plated chain and 20 ft. gold wire.

NOVA



Polished brass hanging pole style lamps suspended from chains. Plants give the added touch. Nova Mfg. Co., Amr. Furniture Mart 666 N. Lake Shore Dr., Chicago.

FLUORESCENT



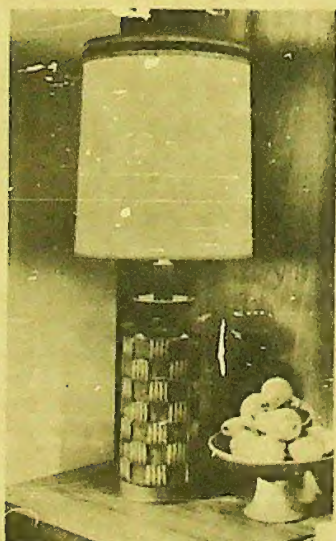
Pole lamp with tier table treatment, with tables of "Marlite" by Fluorescent Lighting Laboratories, Inc., 230 Fifth Ave., New York 1. 12 and 16 in. tables, lamp retailing at \$9.95.

A-24

LIGHTING STYLES

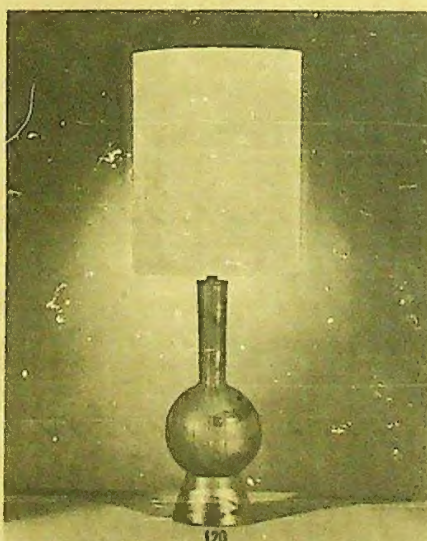
FOR GRACIOUS LIVING

HAEGER



Incised motifs adorn bottle shaped base on lamp by Haeger introduced by Eric Olsen created to accent almost any style. Firm is at 7 Maiden Lane, Dundee, Ill.

SOUTHERN BELL



A 34-inch tall Hydrocal lamp introduced at the winter markets by Southern Belle Lamp Corp., Hialeah, Florida and Atlanta, Ga. Shade is cloth over parchment available in several colors. Three-way lighting, lamp retails for \$11.95.

MODERN ART



Ceramic table lamp in glossy speckle glazes decorated in antiqued fire gold. Old English plated mounting. 16 in. shade of knobby rayon over dextrin plastic. Several colors. Modern Art Products Co., 1229 Charlotte St., Kansas City, Mo.

3 floor lamp box

Leading Pole Manufacturers

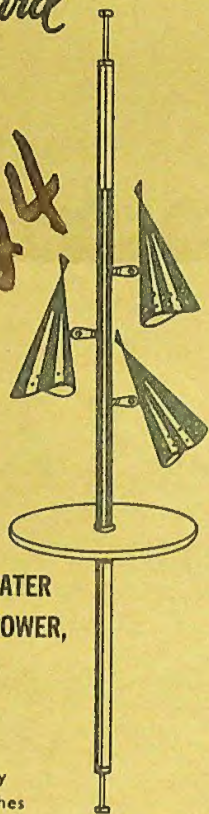
CHOOSE
STANDARD

Ward

"PUSH-THRU"

SWIVELS

A-24



NEW DIES
OFFER GREATER
HOLDING POWER,
SMOOTHER
ACTION!

- Simple assembly
- Permanent finishes
- Smoother action
- Greater holding power
- Positive operation
- 8 models to choose from
- Versatile assembly
- If it has a **WING BUTTON**, it's a **WARD SWIVEL**.

Write for **NEW** Brochure and Price List



Finishes:
Brass, Copper,
Chrome—Satin
or Bright.



WARD ENGINEERING, INC.
6439 San Fernando Road, Glendale, Calif.

Here, There & Everywhere About People, Places & Things

by Charles Michalson



Charles Michalson

G. E. Lamp Dept., Nela Park -- Have a new series of Booklets, called "Tested Life". Write them for free copies or ask your G. E. Lamp representative about them. Very informative and every fixture showroom should have them on hand for good lighting ideas.

Hotel Syracuse, Syracuse, New York, building Country House Motel at Exit 36, New York Thru-way, Jack Wilder General Mgr. of Hotel Syracuse, well known hotel man will also manage Motel.

Newark Light Co., Belleville, N. J. have moved their supply department into new building and are remodeling and enlarging their fixture department in old building. Fixture department in charge of Murray Pearl, veteran lighting man.

Arthur Steinhauser, formerly with E. B. Latham, export division now president of Absco Services, Inc., 250 Fourth Ave., New York, exporters.

Salesman to Buyer: "I've been trying to see you all week. May I have an appointment?" Buyer: "Make a definite date with my secretary." Salesman: "I did and we had a wonderful time, but I still want to see you!"

Stanley Wolar, White Plains, New York, recently took a two week Caribbean Cruise.

Electrical Wholesalers, Inc., 1322 Wabash Avenue, Chicago, had open house on May 6th. Very large attendance, architects, decorators and dealers. Irving Sondok was more than pleased.

Many lighting people from all over the country attended the World's Fair Trade Show, New York Coliseum, May 4th to 14th.

Rite Lighting and Fixture Co., Grand Street, New York, have purchased adjacent building and enlarging their showroom. This firm has only been in business a year and have made tremendous progress.

Paul Goldenberg, Taub Company, Philadelphia, Pa., recently returned from a two month trip to Europe and Israel where he purchased many new chandeliers which will be shown to the trade shortly.

Lighting Associates, New York, have moved from their present quarters on East 47th Street to 351 East 61st Street, New York and have more than tripled their showroom space where they will be able to show a more diversified line of lighting.

Read **LIGHTING** for all the news.

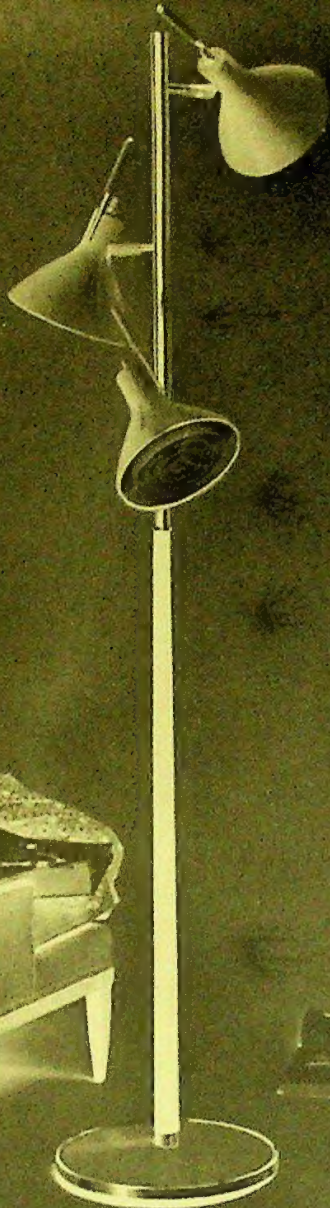
New Greene Brothers showroom—1059 Third Avenue, New York, 22—a Real Treat.

No one, but No One, has chauffeurs such as I have in Boston area—Phil Holmes, Jay Lighting; Henry Karlin, Halco; Ralph Spaulding, Globe Lighting; Jerry Rose, Allan Rudolph and not to forget John Donovan of Service Electric Mfg. Co.

One of the highlights of Dallas Convention was the interest shown in the showroom of Rogers Electric of Dallas. Many

Floor

A-24



Lightolier works wonders with light!

YOU'LL USE THIS TREE LAMP TO DO THE WORK OF THREE LAMPS

... and give your home a high fashion flair. It's more than mere decoration: each of the graceful shades swivels up and down, turns in a circle, adjusts to your needs. Louvered diffusers make glare a thing of the past. Lightolier tree lamps come in a wide variety of styles and finishes from as little as \$27.50.* Also illustrated: a space-saving, lift-and-lower wall lamp; a slimly elegant reading lamp that gives the most wonderful light your eyes have ever enjoyed. See them all at better stores. See for yourself how Lightolier works wonders with light.

*slightly higher in the West.

LIGHTOLIER

FOR OVER 50 YEARS, MANUFACTURERS OF RESIDENTIAL AND ARCHITECTURAL FIXTURES, PORTABLE LAMPS

LIGHTOLIER
Dept. HG-38, Jersey City 5, N. J.
Please send me your free new brochure showing highlights from the Lightolier collection and ideas on light in decoration.

Name

Address

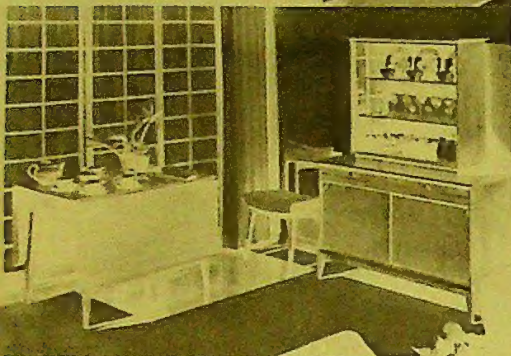


CONTEMPORARY

AS

THIS

MOMENT!

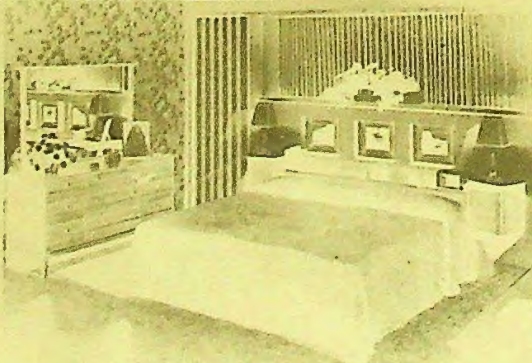


Sable Grey
by
*Heywood-
Wakefield*

Solid birch in a wonderfully warm, soft grey finish. Surround it with color for contrast! Or, use it quietly for its own individuality. Light in scale, subtly Danish in feeling, eye-pleasing grain. Tambour doors, solid brass hardware with contrasting white ceramic face add that just right touch of sophistication to every room in the house.

See "Sable Grey" and over 50 other famous furniture lines in our four floors of showroom space. Air Conditioned.

Write for our new catalog "for city or country living" showing these nationally advertised lines for whom we are the exclusive showroom representative in the Metropolitan area: Consider H. Willett, Jamestown Lounge, Heywood-Wakefield, Shearman Bros., Barcalo, Keller, Fine Arts of Grand Rapids and many others.



*New York
Furniture Exhibit Corp.*

451-453 Fourth Avenue, New York 16, N. Y.

Classic accents for walls

The rich variety of wall decorations, plaques, prints, clocks, and lavabos made by C & R Decorative Wall Accessories, Inc., are now available in New York at the new showroom opened by Esther Reece at 225 Fifth Avenue. Many of the wall decorations lend themselves to groupings, with a large plaque forming the center and smaller plaques with the same design theme used to surround it. Plaques are wood or composition in white or pale colors. There is a wide range of Roman subjects, including busts and scenes, which are made of the composition, matted on velvet, and encased in gold-leaf frames. Clocks are offered in several sizes, rectangular or octagon-shaped, with leather faces in a choice of colors, ornamented by brass numerals and trim. There is also a wall planter, lined with tin, which has leather accents to match the faces of the clocks.

Herschede tailors time in no time

A do-it-yourself clock kit, from which you can "make" a wall clock in about one hour and ten minutes, has been introduced by the Herschede Hall Clock Company, Cincinnati, Ohio. This simple clock is 14 inches in diameter and curves out slightly from the wall. It can be covered with any fabric, including leather or plastic. After the face is covered, small brass dots are screwed on to mark the numerals, and the movement is attached to the back. According to the manufacturer, the only tools needed are a razor blade, screwdriver, and pencil. The Tailored Time clock, as this new Herschede idea in clocks is called, retails for about \$22.50 with eight-day movement or for about \$20 with electric movement.

A-24

#215
DRUM FLOOR LAMP
3-LIGHTS

POLISHED BRASS
TRANSLUCENT LINEN

designed by
T. H. ROBSJOHN-GIBBINGS

HANSEN

Lamps

Plaza 9-4932

978 FIRST AVENUE, NEW YORK 22, N. Y.



Interiors

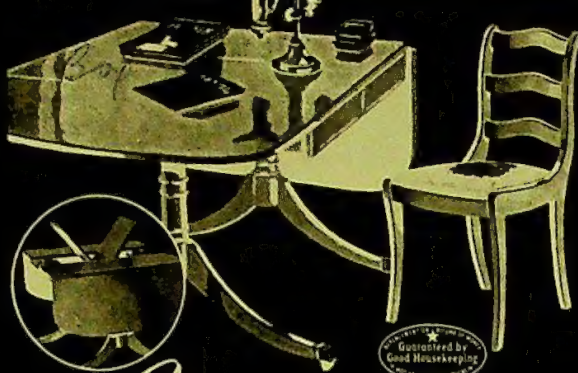
Oct. 1955

156

INTERIORS

as advertised
in Jan.

House & Garden



Guaranteed by
Good Housekeeping

Craddock No. 127 Table with famous Self-Storing Extension Leaf

Folding Leaf stores under top! Versatile size 27"x38" closed, 59" with leaves up, 70" extended. Brass toes, casters, to retail about \$90. No. 58N Chair, Beige or Black Needle-point type seat, about \$17.50.

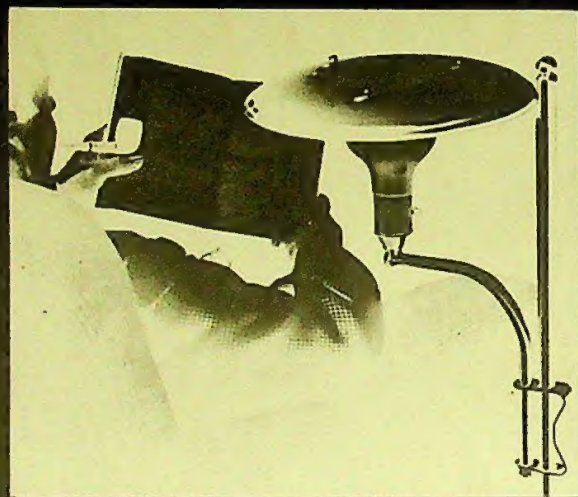
SEE AT CHICAGO MARKET

SPACE 715

AMER. FURN. MART

CRADDOCK FURNITURE CORPORATION

Evansville, Indiana



There's lots of profit in comfort!
We're talking about the "Seeing Comfort"

of a *Sight-Light*

Here are functional lamps of simple grace and beauty designed and patented to give Blessed Relief from Eye Strain. Latest decorator colors combined with polished solid brass. Direct factory-dealer relationship. Write for catalog and information.

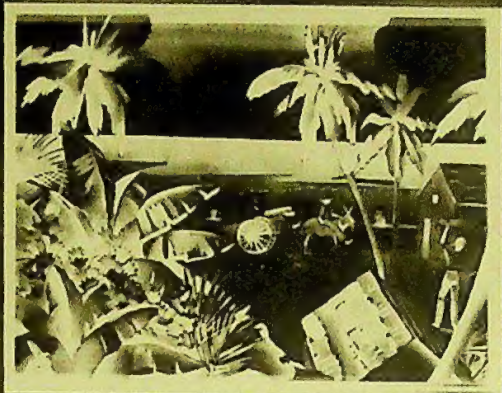
Sight-Light—Underwriter Laboratory Approved
M. G. Wheeler Co., Inc., Greenwich, Conn.

**2 GREAT LINES WITH
THAT DONE — BY — HAND
TECHNIQUE — 3**

and UNIQUE, CUSTOM-TAILORED FRAMES

Newman L. Co.

19-21 W. 24th Street, N. Y.



"SOUTHERN PARADISE"

35x43 overall—\$49.50 list

ORIGINAL WATER COLORS (hand-air-toned in Decorator colors to suit any decor) and FINE PRINTS. Superb values in a wide range of sizes. Write for catalog or order a \$75 or \$100 (net) assortment now!

Bernard Picture Co., Inc.

19-21 W. 24th Street, N. Y.



"TIGERS"

(17x19 overall)

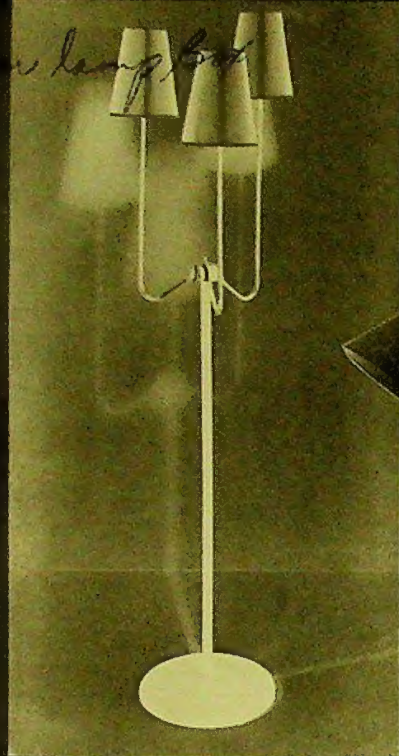
Red, Grey, Brown, Green, Black & Chartreuse backgrounds. Sold in pairs only. \$4.50 ea. list.

ACCENT ON COLOR. Original designs and popular prints in custom-styled frames. Top values. Write for catalog or order a \$50, \$75 or \$100 (net) assortment now!

CHICAGO LAMP SHOW—Room 604—PALMER HOUSE

CHICAGO GIFT SHOW—Room 206—HOTEL LA SALLE

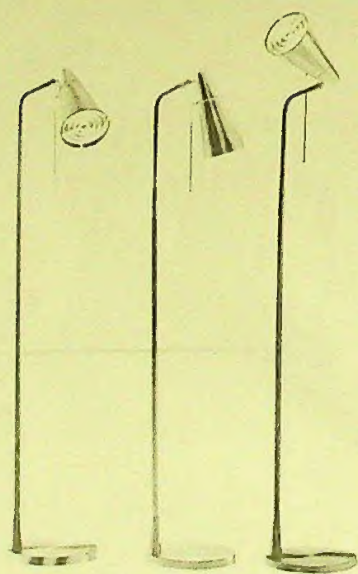
LOS ANGELES GIFT SHOW — ALEXANDRIA HOTEL



Floor lamp with a polished brass three-arm cluster, stem and base in five fire-baked enamel finishes. By Kurt Versen.

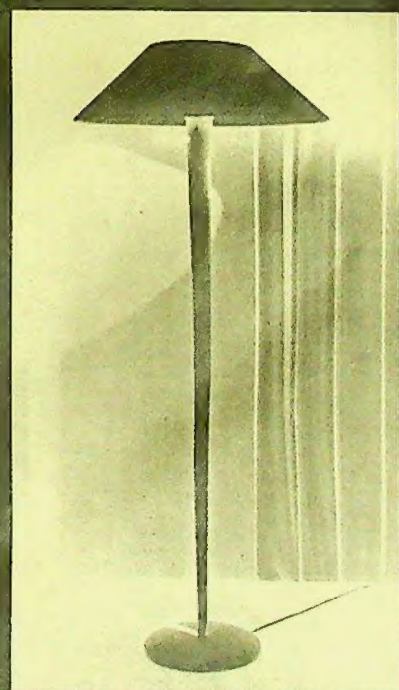
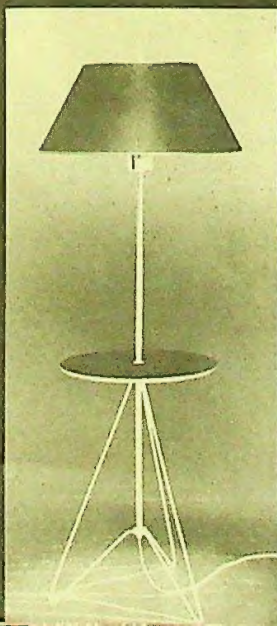


Double swivel floor lamp designed by David Wurster. In matte black with brass joints. From Richards-Morgenthau.



Floor lamp available in varying types of materials. (left to right) Brushed bronze; English bronze; and silver. Rembrandt.

Combination floor lamp and table from The Heifetz Co. is simply conceived in black steel and grained plywood. At \$39.



Three-way floor lamp with a natural finish Indian Birch stem. Woven sand-fabric covered parchment shade. From Kurt Versen.

**Lindeck and Soukup Join
Dan Denenberg**

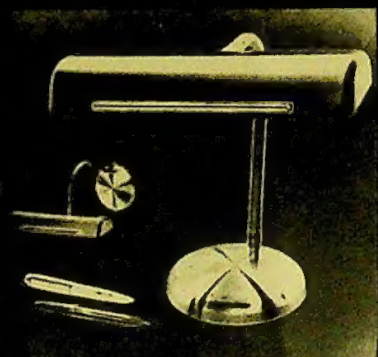
Dan Denenberg & Associates, national sales representative for the Adelpina Co. and the portable lamp division of Progress Manufacturing Co. have announced the addition of Ernest Lindeck and Vivian Soukup to their sales staff. Both Lindeck and Soukup have a thorough knowledge of the industry obtained through years of association in lamp and shade business.

Headquarters of Vivian Soukup is located at Space 1589 Merchants Mart, Chicago.

Headquarters of Dan Denenberg & Associates is in the Adelpina Building, 419 Chestnut Street, Philadelphia 6, Pa.

New Up 'n Down

As a trussable lamp for desk, table, piano or TV set is General's new "Up'n Down" lamp manufactured by General Lamps Manufacturing Co., Elwood, Ind. The lamp is designed to hang on the wall as well as rest on a table or desk, with "almost unlimited number" of adjustments. The shade will turn in a circle and



Versatile New Lamp by General Lamps Mfg. Co.

has automatic stop so cord can't be twisted. Designed with a one piece, seamless shade which has an attractive contrasting molding on the edge, it comes in two finishes: Platinum mist (a gray finish with a rich silver cast) with brass finish trim, and in Chinese red trim.

Conduit Products Selector

A new conduit products selector has been produced by General Electric's Construction Materials Division. The selector, designed to aid the electrical contractor, electrician, inspector and maintenance man, computes the allowable conduit fill for various sized rubber, thermoplastic, or lead-covered conductors by a simple dialing operation. The reverse side of the selector uses the same technique to figure number of conductors allowed in the most commonly used outlet, switch, and utility boxes. All tables used in the selector are from the 1951 National Electrical Code.

The selector, publication No. 18-1111, is available through General Electric Construction Materials distributors located throughout the country.



Bent Tubing IN ALL STYLES AND SHAPES

We are fully equipped to give our customers immediate delivery on all types of bent tubing and piping.

Tubing in any size, shape or style for lamps in the modern or period design.

We have the most up-to-date equipment and facilities at our plant enabling us to serve you with tubing and piping of the highest quality and complete uniformity.

Write, Wire or Phone Us AT ONCE
for full details.

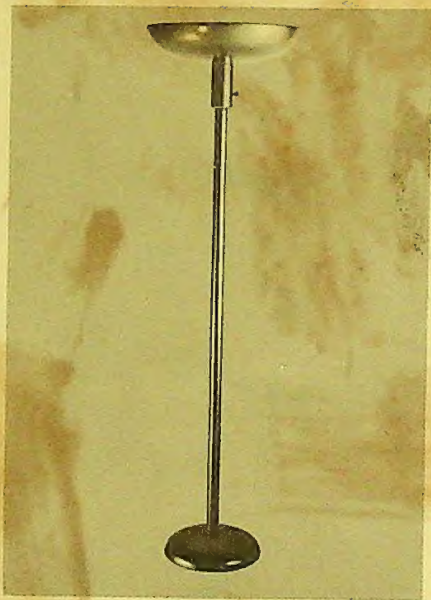


**74-16 Grand Avenue • Hickory 6-8000
Maspeth (N.Y.C.) L.I.**

Floor LAMP BOX

RETURN TO DESIGN DIV.

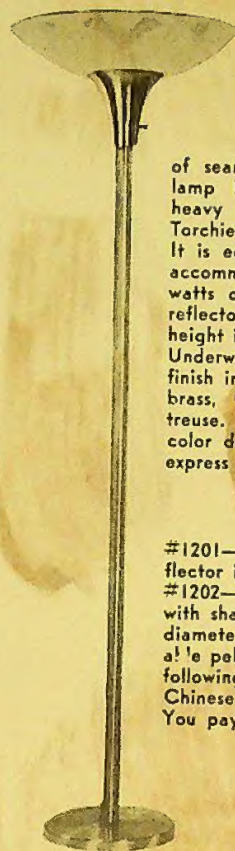
FUNCTIONAL LAMPS



#1201—Here's your old friend, the handsome torch all dressed up and topped off with a special metal shade to give efficient indirect lighting. This lamp has an all metal column and heavy metal base, to prevent tipping. Metal Torch shade is 18" in diameter. This lamp is equipped with a 3 way socket to accommodate one bulb, 100-200-300 watts of light. Overall height is 65". Cord and plug carry the Underwriter's approval. Available in the following baked enamel finishes: metallic grey, brass, green, red, and chartreuse. When ordering, please specify color. \$20.95. You pay small express charge.

**THE LIGHTING MART
WESTWOOD, NEW JERSEY**

FUNCTIONAL LAMPS



#1200—We know that you can find many "torch" lamps in many shops these days, but truthfully, it will take days of searching to beat this price. This lamp has an all metal column and heavy metal base, to prevent tipping. Torchier glass is plain white frosted. It is equipped with a 3 way socket to accommodate one bulb, 100-200-300 watts of light. Diameter of the glass reflector is approximately 18". Overall height is 65". Cord and plug carry the Underwriters' approval. Baked enamel finish in the following colors: Aluminum, brass, Chinese red, green, and chartreuse. When ordering, please specify color desired. \$15.95. You pay small express charge.

#1201—Also available with a metal reflector in the above finishes. \$18.95.

#1202—Also available as a floor lamp with shade. Overall height 57". Shade diameter 20 1/2". Shade is made of durable pebble cloth and is available in the following colors: Natural, gray, green, Chinese red, and chartreuse. \$16.50. You pay small express charges.

**THE LIGHTING MART
WESTWOOD, NEW JERSEY**

A. 24

rec. Dec. 15, 1950

THE LIGHTING MART CATALOG R-1

A-24

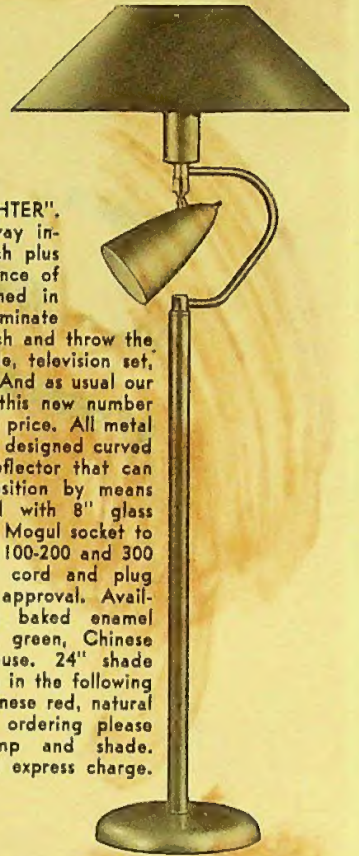
FUNCTIONAL LAMPS



#1500—Light the way . . . but decorate too! This very smart number will enhance the appearance of your entire room. This Lounge Floor lamp has an all metal column and a heavy metal base. 3 way indirect socket to accommodate one bulb, 100-200-300 watts of light. Overall height is 60". 6' cord and plug carry the Underwriters' approval. Available in the following baked enamel finishes: Aluminum, brass, green, Chinese red, and chartreuse. Durable pebble cloth shade 24" in diameter available in the following colors: Natural, green, gray, Chinese red, and chartreuse. When ordering, please specify color lamp base and color shade. \$16.50. You pay small express charge.

**THE LIGHTING MART
WESTWOOD, NEW JERSEY**

FUNCTIONAL LAMPS



#1900—THE "HI-LIGHTER". Gives you the three way indirect light of the torch plus the adjustable convenience of the swivel spot contained in the column. You can illuminate your room with the torch and throw the spot on a Canasta table, television set, piano or reading chair. And as usual our workroom prices bring this new number to you at a very modest price. All metal column with attractively designed curved arm which has a 9" reflector that can be adjusted in any position by means of a swivel. Equipped with 8" glass reflector and three way Mogul socket to accommodate one bulb 100-200 and 300 watts of light. The 6' cord and plug carry the Underwriters' approval. Available in the following baked enamel finishes: metallic gray, green, Chinese red, brass and chartreuse. 24" shade of durable pebble cloth in the following colors: gray, green, Chinese red, natural and chartreuse. When ordering please specify colors of lamp and shade. \$16.50—you pay small express charge.

**THE LIGHTING MART
WESTWOOD, NEW JERSEY**

A-24

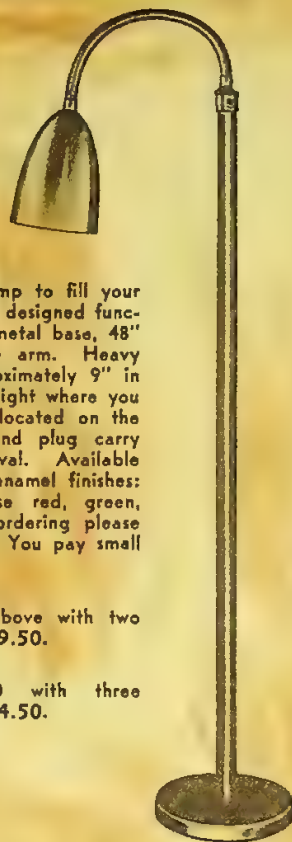
FUNCTIONAL LAMPS



#101—Two Arm Flex. You just can't anticipate a lighting problem with two such versatile spots that will go anywhere you want more light. All metal base, 48" column with two 18" flexible arms. Two heavy metal reflectors, 9" deep, concentrates the light where wanted. Handy two circuit switch located on the metal column. 6' cord and plug carry the Underwriter's approval. Available in the following baked enamel finishes: Metallic Grey, Brass, Green, Chartreuse, Red and Bronze. When ordering, please specify color. \$21.50. You pay small express charge.

**THE LIGHTING MART
WESTWOOD, NEW JERSEY**

FUNCTIONAL LAMPS



#100—Here's a floor lamp to fill your every need. Attractively designed functional lamp with an all metal base, 48" column, and 18" flexible arm. Heavy aluminum reflector approximately 9" in depth, concentrates the light where you want it. Handy switch located on the metal tube. 6' cord and plug carry the Underwriters' approval. Available in the following baked enamel finishes: Aluminum, brass, Chinese red, green, and chartreuse. When ordering please specify color. \$14.50. You pay small express charge.

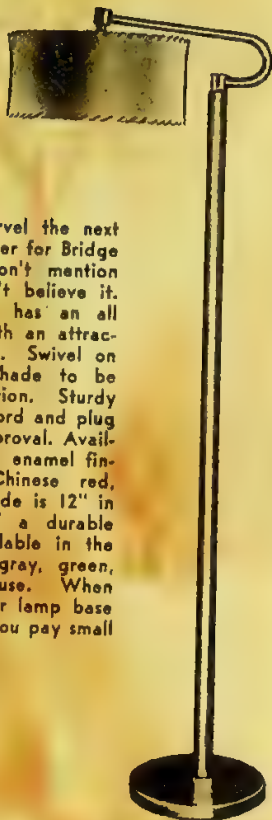
#101—Same as #100 above with two aluminum reflectors. \$19.50.

#102—Same as #100 with three aluminum reflectors. \$24.50.

**THE LIGHTING MART
WESTWOOD, NEW JERSEY**

A.24

FUNCTIONAL LAMPS



#200—The "girls" will marvel the next time that you have them over for Bridge—we suggest that you don't mention the price—cause they won't believe it. This modern bridge lamp has an all metal base and column, with an attractively designed curved arm. Swivel on end of arm allows the shade to be tilted in the desired position. Sturdy base prevents tipping. 6' cord and plug carry the Underwriters' approval. Available in the following baked enamel finishes: Aluminum, brass, Chinese red, green, and chartreuse. Shade is 12" in diameter and is made of a durable pebble cloth material available in the following colors: Natural, gray, green, Chinese red, and chartreuse. When ordering please specify color lamp base and color shade. \$15.00. You pay small express charge.

**THE LIGHTING MART
WESTWOOD, NEW JERSEY**

FUNCTIONAL LAMPS

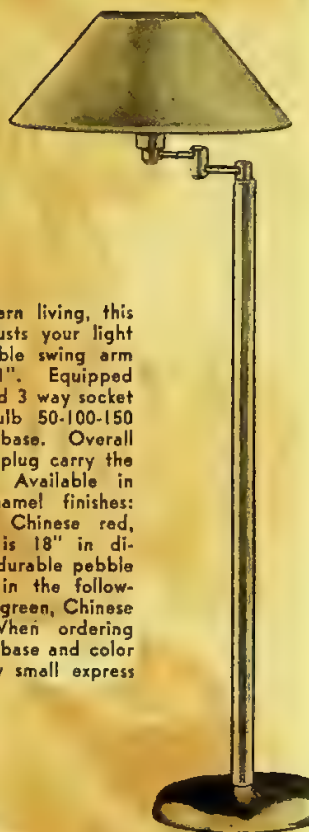


#102—Three Arms. Now here's a number to end all family squabbles . . . the modern kind that is. Because here are three reasons that you'll never be left in the dark. All metal base, 48" column, and three 18" flexible arms. Three heavy metal reflectors concentrates the light where wanted. Handy three circuit switch, plug and cord carry the Underwriter's approval. Available in the following baked enamel finishes: Metallic Grey, Brass, Green, Red, Chartreuse, and Bronze. When ordering, please specify color. \$26.95. You pay small express charge.

**THE LIGHTING MART
WESTWOOD, NEW JERSEY**

A-24

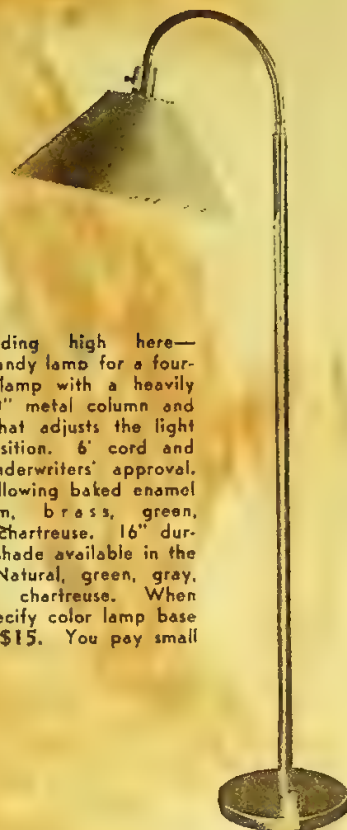
FUNCTIONAL LAMPS



#300—Designed for modern living, this functional floor lamp adjusts your light to any position. Adjustable swing arm extends approximately 21". Equipped with a plastic reflector and 3 way socket to accommodate one bulb 50-100-150 watts. Weighted sturdy base. Overall height 54". 6' cord and plug carry the Underwriters' approval. Available in the following baked enamel finishes: Aluminum, brass, green, Chinese red, and chartreuse. Shade is 18" in diameter and is made of a durable pebble cloth material, available in the following colors: Natural, gray, green, Chinese red, and chartreuse. When ordering please specify color lamp base and color shade. \$15.00. You pay small express charge.

**THE LIGHTING MART
WESTWOOD, NEW JERSEY**

FUNCTIONAL LAMPS



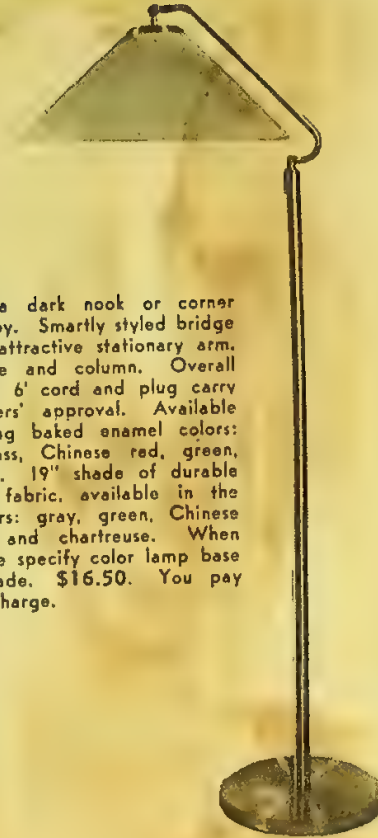
#500—We're bidding high here—cause we have a dandy lamp for a four-some. All metal lamp with a heavily weighted base. 48" metal column and 18" flexible arm that adjusts the light to the desired position. 6' cord and plug carry the Underwriters' approval. Available in the following baked enamel finishes: Aluminum, brass, green, Chinese red, and chartreuse. 16" durable pebble cloth shade available in the following colors: Natural, green, gray, Chinese red, and chartreuse. When ordering please specify color lamp base and color shade. \$15. You pay small express charge.

**THE LIGHTING MART
WESTWOOD, NEW JERSEY**

A-24

FUNCTIONAL LAMPS

#800—Never a dark nook or corner with this standby. Smartly styled bridge lamp with an attractive stationary arm. All metal base and column. Overall height is 57". 6' cord and plug carry the Underwriters' approval. Available in the following baked enamel colors: Aluminum, brass, Chinese red, green, and chartreuse. 19" shade of durable pebble cloth fabric, available in the following colors: gray, green, Chinese red, natural, and chartreuse. When ordering please specify color lamp base and color shade. \$16.50. You pay small express charge.



**THE LIGHTING MART
WESTWOOD, NEW JERSEY**

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One of 75 new lamps employing a variety of style and design techniques — but all alike in being strikingly unusual.



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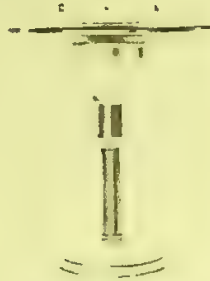
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A-24

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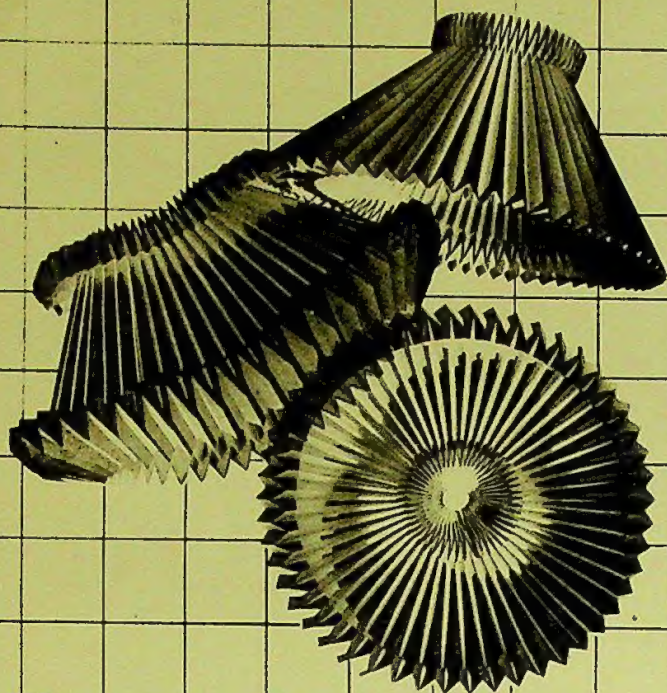
M. G. WHEELER COMPANY, INC.
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110710

Lamp *Four Way* Shades

new and exciting
FOUR WAY SHADES

Hand pleated in Denmark, these most exciting shades harmonize beautifully with any decor. Le Klint shades are a modern note that make a wonderful decorator touch — and a perfect gift. Each can be adjusted to four lovely styles — thus — Four lamps in one!



The triple-shade floor lamp, also imported from Sweden, with brass base and pedestals and gooseneck torches, makes a magnificent gift for the home.

No. 173. \$ 120.00

Bonnie's Gifts

Recd. Nov. 29 1949

Floor Lamps

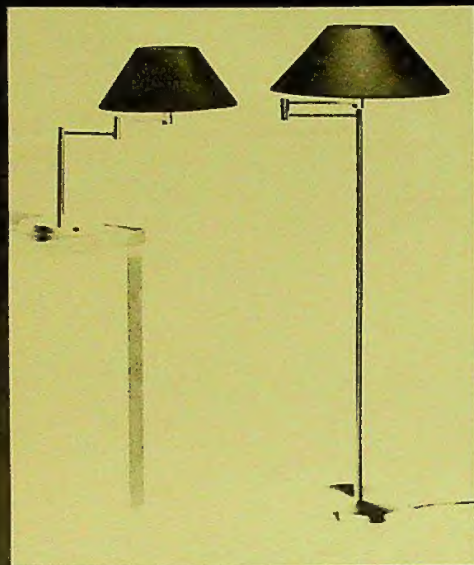


The two-shade floor lamp, with clever flexible goosenecks, lets you put the illumination exactly where you want it and can be adjusted for height.

No. 172. \$ 100.00

*Scandinavian Arts
and Crafts*

LIGHTING



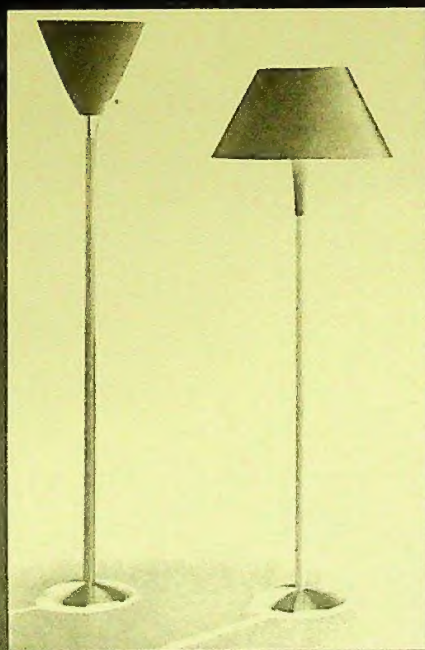
ANONYMOUS for Artek-Pascoe

Lighting. A variation on the swivel arm theme introduced elsewhere, in a sturdy stand with a painted metal shade.

46, 47

RUSSEL WRIGHT for Raymor

Lighting. The heavy globes and thick stems of these floor lamps are in keeping with the large indirect light sources which flood the ceiling above them.



48, 49



ARPAD ROSTI for Cricket Hill Pottery

Lighting. Most pottery lamp bases appear as adaptations of vases or jugs to an unrelated use. This lamp base is, by contrast, a marked departure in the right direction. \$45.00.

MW catalog 1935-6
Cat. 123
page 370

Reflector sends enough light to ceiling to brighten a whole room—and diffused light downward for reading.

6 to 10 Times More Useful Light —and They're Kind to the Eyes

Here are the revolutionary new floor lamps built to specifications of the Illuminating Engineering Society for Better Light—Better Sight. They give several times more light than any ordinary floor lamp, amazing new eye comfort and sight protection. They cast enough light to the ceiling to illuminate a whole room; while the scientifically designed translucent glass reflectors and opaque shades shed intensified diffused light downward for reading. Eye strain, harmful glare and contrasts are eliminated.

Floor Lamp

Wards finest—equipped with a three degree (100, 200, 300-watt) bulb and switch which enables you to vary the brightness from a room-flooding light to individual reading light. Heavy bronze plated base and standard in Old English finish. Entire height 63 in. 19 1/4-inch cellophane wrapped ivory paper parchment shade with decorative brown design. Ship. wt. 18 lbs. *Mailable.*

366 A 8102—Complete.....\$648

Lounge Lamp

Especially designed for use near desks or lounge chairs. Stands 57 1/2 in. tall. Base and standard in Old English bronze or Ivory enamel finish. 19-inch Ivory paper parchment shade is cellophane wrapped. Brown decorations. Bulb not included (uses 86 PA 5017—100 watt bulb. Prepaid 20c). Ship. wt. 16 lbs. *Mailable.*

366 A 8101—Slate finish.....\$448

Three Candle Type

The standard floor lamp fixture. Three bulbs operate off of one switch to give an equal distribution of light.

Adjustable Bridge Type

Wards metal Bridge lamps have a ball and socket joint which permits adjustment of bulb fixture to throw light in any direction.

Reflector Type

Polished aluminum reflector shell, controlled by separate switch, throws powerful light upward. 3-Candle fixture too.

Underwriters' Approved

Wards floor lamps have rubber plug and 6 ft. of rubber covered cord. (Table lamps have bakelite plug and rayon covered cord.)



Onyx Bases

5-in white Brazilian onyx. Brass tubing. Heavy cast base. Finished in white enamel and polished brass. Hand pleated egg-shell silk shade; or two-tone Old English plated with green Onyx and gold shade. *Slate finish.*

• Bridge Lamp (at left). 12-in. shade. Ht. 55 in. Ship. wt. 25 and 22 lbs. *Mailable.*

366 A 8103—Complete.....\$6.95

466 A 8103—Base only.....\$6.48

• 3-Light Floor Lamp—19-in. shade. Ht. 58 in. Ship. wt. 27 and 22 lbs. *Mailable.*

366 A 8104—Complete.....\$6.95

466 A 8104—Base only.....\$6.48

• Reflector Floor Lamp—(See above) 19-in. shade. Ht. 64 in. Ship. wt. 29 and 24 lbs.

366 A 8105—Complete.....\$7.95

466 A 8105—Base only.....\$6.48

White Enamel

Heavy cast base and solid brass tubing. Finished with 3 coats of white enamel. Polished brass trim. Shade of finely pleated ivory vellum paper over paper parchment; trimmed with decorative white Rayon bow.

• Bridge Lamp (at left). 11-inch shade. Height 55 inches. Ship. wt. 23 and 20 lbs. *Mailable.*

366 A 8106—Complete.....\$4.85

466 A 8106—Base only.....\$3.98

• 3-Light Floor Lamp—Decorative ornament on 3-candle fixture. 17-inch shade. Height 58 inches. Ship. wt. 24 and 20 lbs.

366 A 8107—Complete.....\$4.85

466 A 8107—Base only.....\$3.98

• Reflector Floor Lamp (see top of page). 17-inch shade. Ht. 64 in. Ship. wt. 26 and 22 lbs. *Mailable.*

366 A 8108—Complete.....\$5.85

466 A 8108—Base only.....\$4.98

Old English Finish

A favorite style that fits into any type of room. Bronze plated two-tone Old English finish. Solid Brass spiral tubing. Heavy occasional base. Eggshell or Gold pleated silk shade with rayon taffeta lining and cord decoration. *Slate shade color.*

• Bridge Lamp (at left). 12-inch shade. Ht. 55 in. Ship. wt. 24 and 21 lbs. *Mailable.*

366 A 8109—Complete.....\$5.45

466 A 8109—Base only.....\$3.98

• 3-Light Floor Lamp—Extension rod for adjusting shade. 18 1/4-in. shade. Ht. 58 inches. Ship. wt. 25 and 21 lbs. *Mailable.*

366 A 8110—Complete.....\$5.45

466 A 8110—Base only.....\$3.98

• Reflector Floor Lamp (see top of page). 18 1/4-in. shade. Ht. 64 in. Ship. wt. 27 and 23 lbs. *Mailable.*

366 A 8111—Complete.....\$6.45

466 A 8111—Base only.....\$4.98

Chrome Modern

Modern shades of luminous paper parchment that glow in the dark when light is turned off. Black silver decorations. Weighted and standard are Chromium-plated and trimmed in your choice of Ivory or White enamel. *Mailable.*

• Bridge Lamp (at left). 10 1/2-inch shade. Ht. 55 in. Ship. wt. 24 and 21 lbs. *Slate color.*

366 A 8113—Complete.....\$4.45

466 A 8113—Base only.....\$3.98

• 3-Light Floor Lamp—Extension rod permits height adjustment of shade. 17 1/4-in. shade. Ht. 64 in. Ship. wt. 27 and 23 lbs. *Slate color.*

366 A 8114—Complete.....\$4.45

466 A 8114—Base only.....\$3.98

• Reflector Floor Lamp (See top of page). 17 1/4-in. shade. Ht. 64 in. Ship. wt. 27 and 23 lbs. *Slate color.*

366 A 8115—Complete.....\$5.45

466 A 8115—Base only.....\$4.98

Solid Maple and Metal In The True Early American Spirit

Here's a variety of lamp types especially designed to harmonize with the atmosphere of rooms done in the Colonial style.

(A) Solid Maple Bridge Lamp. Weighted base. Adjustable arm with hinge socket for tilting shade. Height 52 in. 12-inch Amber colored paper parchment shade. Ship. wt. 9 lbs. *Mailable.*

366 A 8685—Complete.....\$1.69

(B) Wrought Iron Oil Pot Type. Hobnail glass mount is a replica of an old fashioned oil lamp. 3-legged wrought iron base. Wrought iron arm adjustable for height. Entire height 35 inches. Ivory and gold 8-in. paper parchment shade.

Plated Bases

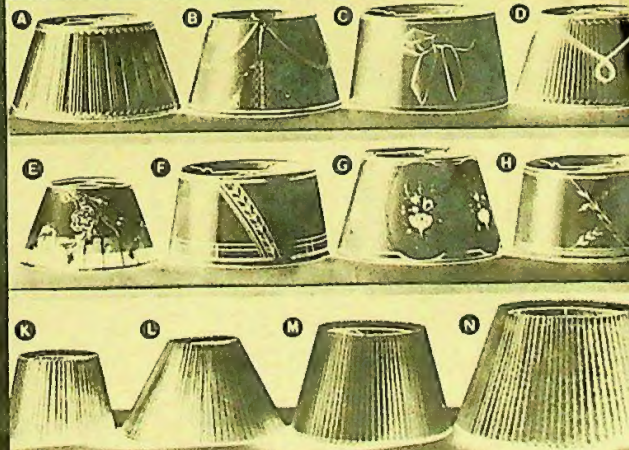
Brass or old English plated square base. Paper parchment shade in Burgundy and Gold or Black and Gold. *Slate color and finish available.*

• Bridge Lamp. 12-in. shade. Ht. 55 in. Ship. wt. 21

Modern Lamps

Heavy base. Chromium-plating and black enamel. White paper parchment shade with black and silver design.

• Bridge Lamp. 10 1/2-in. shade. Ht. 55 in. Ship. wt. 24 and 21 lbs.



(A) Hand Pleated Silk. Silk lined. Colors: Eggshell, Rust or Gold. Ship. wt. 12 lbs. (Bridge) 3 lbs. 10-in. (Table) 3 lbs. 10-in. (Floor) 6 lbs. *Mailable.*

366 A 8775—Slate size and color.....\$1.98

(B) White Paper Parchment. Cord trim. White, Green, Burgundy or Black decorations. Ship. wt. 12-in. (Bridge) 3 lbs. 10-in. (Table) 3 lbs. 10-in. (Floor) 6 lbs. *Mailable.*

366 A 8151—Slate size and color.....\$5.50

(C) White Paper Parchment. Cord trim. White, Green, Burgundy or Black decorations. Ship. wt. 12-in. (Bridge) 3 lbs. 10-in. (Table) 3 lbs. 10-in. (Floor) 6 lbs. *Mailable.*

366 A 8152—Slate size and color.....\$5.50

(E) "Marvelite" Shade. Glows in the dark when light is turned off. Burgundy, Green or Ivory. Ship. wt. 12-in. (Bridge) 3 lbs. 10-in. (Table) 3 lbs. 10-in. (Floor) 6 lbs. *Mailable.*

366 A 8153—Slate size and color.....\$5.50

(F) Modern Design. White Paper Parchment with black and silver. Ship. wt. 12-in. (Bridge) 3 lbs. 10-in. (Table) 3 lbs. 10-in. (Floor) 6 lbs. *Mailable.*

366 A 8154—Slate size and color.....\$5.50

(G) Sanded Overlay. Ivory Paper Parchment. Ship. wt. 12-in. (Bridge) 3 lbs. 10-in. (Table) 3 lbs. 10-in. (Floor) 6 lbs. *Mailable.*

366 A 8155—Slate size and color.....\$5.50

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